



## Duncan Wardle

Former Head of [Innovation](#) & Creativity at Disney

A world-renown creativity speaker, Duncan Wardle will do more than simply motivate and engage your audience, he will leave them empowered with an immediately actionable set of steps to improve their creativity and innovation capabilities, earning your business a massive competitive advantage in the process.

### Duncan's biography

#### Duncan Wardle's Background

In his over 25-year career at the world's most innovative organization – The Walt Disney Company – creativity speaker Duncan Wardle learned many important things about building a profitable business and winning creative culture. The most important? If you want to be different, you have to think different. As one of the most impactful creativity speakers, Duncan leans on his experiences as the Head of Innovation & Creativity at Disney to take audiences on a journey. Throughout ***Think Different***, they'll be given a unique set of Innovation Tools and Techniques – the same ones Duncan used with teams inside the Disney organization. These include the breakthrough “What If” creative thinking tool, made famous by Walt Disney himself, who used it to pivot his company from simply an animation house to an entertainment and theme park pioneer.

After this immersive crash course from the acclaimed creativity speaker, your organization's ability to mine for creativity and innovation will be drastically improved. In the end, your audience will leave with an actionable set of steps they can take to immediately start reshaping your company's culture, creating a space where innovation thrives, and teams are encouraged and rewarded when they *think different*. Duncan is a multiple TEDx speaker and has been featured in many publications including Fast Company, Forbes, INC., and more. He teaches Innovation and Creativity Masterclasses at Yale University, UNC and U.F. He also holds the American Citizen Award presented at the White House, an Hons. MBA and Hons. Doctorate from Edinburgh University and the Duke of Edinburgh Award, presented by her majesty, Queen Elizabeth.

### Duncan's talks

- **Think Different, The Disney Way!**

Do you ever wonder why most of your best ideas come to you in the shower, during your commute, while falling asleep, or some other unexpected place? Have you ever pitched a new idea, only to watch it get diluted or killed as it moves through the processes? Ever wanted to know how Walt Disney came up with the idea for a Disneyland or how Netflix completely revolutionized the movie rental industry? In his over 25-year career at the world's most innovative organization – The Walt Disney Company – Duncan Wardle learned many important things about building a profitable business and winning creative culture. The most important? If you want to be different, you have to Think Different!

Leaning on his experience as the Head of Innovation & Creativity at Disney, Duncan's Think Different keynote takes audiences on a journey. Throughout this journey, they'll be given a unique set of Innovation Tools and Techniques. These include the breakthrough "What If" creative thinking tool, made famous by Walt Disney himself, who used it to pivot his company from simply an animation house to an entertainment and theme park pioneer.

After this immersive crash course from Duncan, your organization's ability to mine for creativity and innovation will be drastically improved. In the end, your audience will leave with an actionable set of Creative Behaviors and Innovation Tools that will immediately foster a culture of innovation and creativity in your company.

- **The Theory of Creativity™**

C=ME2 (creativity = me empowered)

The ability to think Creatively is the one core human truth that will remain relevant in the brave new world of [Artificial Intelligence](#). Thankfully, Duncan believe everyone has the power to be Creative.

But wait, haven't we all been told at one point or another that we're not the "creative type"? That we should leave the creativity to the "Creatives"? For most of us, this has happened so many times that we end up actually believing it. For adults, not being creative is an accepted fate. But weren't we kids once? Turning boxes into spaceships and pillows and blankets into forts and castles? What happened to that creativity? Well, with an education and corporate structure that encourages finding the single "right answer" to every question, we are trained to fall in line, and shut down that creative portion of our brain.

Fortunately, that childhood creativity did not dissipate – it's just lying dormant, waiting to be brought back to life. And those that are able to access it – the Edisons' and Einsteins' and Disneys' and Jobs' of the world – are the ones that are able to drive massive creative disruption through major new theories and industries.

So, how can you embed a sustainable culture of innovation and creativity throughout your organization, and encourage every employee to think creatively? Let Duncan show you with his Theory of Creativity keynote. Leaning on 25 years with the Walt Disney Company, most recently as Head of Innovation & Creativity, he have designed a tangible Innovation Toolkit that everyone can use to "Think Different" and solve real challenges in the marketplace by leveraging their creative mind.

By the end of his talk, your audience will walk away with a series of unique Creative Behaviors and Innovation Tools that will allow them to deliver revolutionary thinking and drive substantial results in all areas of your business.

- **Embedding a Culture of Innovation into Everyone's DNA**

Leading A.I. expert Kai Fu Lee has suggested that upwards of 40% of current jobs could be replaced by Artificial Intelligence within the next 15 years. 40%!

So, how we will compete in the next decade? What skills will we need to survive in a decade of total disruption and rise in A.I.? Simple. Businesses that will win will be those that leverage the

most impactful human traits that A.I. won't be able to replicate (at least not for the foreseeable future): Creativity, Intuition, Curiosity, & Imagination.

As Head of Innovation and Creativity at Disney for the last decade, Duncan learned that there is a huge gap in the market. CEO's everywhere would look to us – The World's Most Creative Company – for guidance on how to create a culture of innovation, and provide their organization with the tools needed to leverage their most important asset: their people.

But here's the challenge: until now, no one has made innovation tangible. Many companies hire an Innovation [consultancy](#) or build an "Innovation Department," only to find that they have not truly driven cultural change and embedded innovation across the entire enterprise.

What if instead, there was a Design Thinking Innovation Toolkit? One that everyone could use that makes creativity tangible, innovation easy, and the process enjoyable? That's exactly what Duncan have built leaning on his years of experience at Disney, and exactly what he'll share with you as part of Embed- ding a Culture of Innovation into Everyone's DNA presentation.

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